



Communication and Health in the Media: A New Time

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Communication and Health in the Media, A New Time: Opening

Ary Buccione (President of ILSI Brasil)
Mauro Fisberg (PENSI Institute)

Founded in 1978, ILSI (International Life Sciences Institute) is a non-profit association whose main objective is to maintain a permanent forum for updating knowledge for the solution of technical and scientific problems that aims to contribute to the health of the population and which is of common interest to government agencies, universities, research institutes and companies.

As a mission and action, ILSI considers that the most appropriate decisions are those based on scientific evidence, collaborating in the conduction, compilation, summarization and dissemination of science. It believes that the scientific process and results are more effective when there is interdisciplinarity between the different specialties, thus building a unified communication and credibility for the population.

The ILSI "Healthy Lifestyles" Task Force (TF) was created in 2002 under the name "Physical Activity and Weight Control" and has since been a member of the nutrition committee. The current name derives from the new scenario, in the possibility of being even more comprehensive in its mission to contribute to the promotion of the health of the population, allied to the process of scientific development.

Among the goals proposed and recommended are:

- Stimulating healthy habits with a balanced diet and practice of physical activity;
- Bringing current and good scientific knowledge to health professionals;
- Promoting discussions between Government, Industry and Academia on the subject of TF, in order to establish consensus and the best way of conducting actions in this area;
- Encouraging scientific development such as research, diagnosis and intervention programs.



Holding events is one of the actions carried out by ILSI. Selecting topics of relevance and interest, with the support of important speakers, enabling enriching discussions.

The Communication and Health in the Media Workshop: A New Time, was one of the projects carried out by the Task Force in the year 2016.

The workshop had the idea of promoting a broad debate on how media outlets have addressed issues related to science and health in a roundtable program with invited experts in print media, online media and opinion makers.

The scientific coordinator, Mauro Fisberg, emphasized at the opening of the event the relationship between media and communication in health. The importance of producing content with ethics and engagement, about the relationship of scientists with the press and the relevance of social media. Issues such as the new media can foster people's engagement; how health messages reach the population; when information ceases to be ethical; the challenges of technical subjects are transmitted in a more accessible language, without losing the quality of the information; and the speed of social networks and the consequences of misinterpreted information. These were some of the approaches proposed by the workshop.

Why Do We Need to Communicate?



Gil Giardelli (Professor in the Postgraduate Courses, MBA and the Center for Innovation and Creativity at ESPM)

At the end of the 17th century it was the steam engine. This time it will be the robots integrated in cyber-physical systems that are responsible for a radical transformation. Gil Giardelli called this the fourth Industrial Revolution, marked by the convergence of digital, physical and biological technologies.

According to Giardelli, this revolution will change the world as we know it, influencing and transforming the way we live, work and relate.

It is not a changeover, but an encounter of these changeovers. This no longer represents a change in the stage of technological development, but rather a change of paradigm.

This technological revolution allows for great innovations to happen, which can already be seen and felt in several fields of knowledge.

The so-called Internet of Things (IoT) is an example of this growing trend in technology and can be considered an innovative vision of this new era. With IoT, it is possible to integrate communication networks to all types of things, enabling machines, devices and sensors to become more efficient in the aid of greater control and convenience of the activities of our daily lives.

This new technological age also modifies the way of communicating in health. Different technological tools are being incorporated in the daily life and in the activities of the professionals of the area.

IoT offers great promises, and you can already see its principles being applied to improve access to care and increase the quality of care. Doctors and hospitals, for example, can collect and organize data from connected medical devices, including wearables and health monitors installed in patients' homes. By collecting data in real time, medical professionals have more complete data from their patients, improving care through more effective diagnostics and treatments.

The main purpose of this "revolution" is to simplify the way information is made available and to increase the speed with which it can be used for the health of the patient.

A new world, a new way of connecting and communicating.



It is up to health professionals to make good use of all this technology for their patients, guiding them with responsibility, trust, credibility, ethics and respect.

According to the National Household Sample Survey (PNAD, 2013), half the population aged 10 years and over accessed the Internet in Brazil in 2013, which represents approximately 86.7 million people.

The increase in Internet access in the country has significantly changed the process of information search, which can be found more easily and quickly.

Internet social networking services allow information to be shared between people who have interests and are organized for common actions and goals.

Throughout the day we follow the publications of our contacts, share, comment, enjoy the information, thoughts, texts, videos and music. Posts that gain most popularity extremely quickly can be classified as viral.

'To go viral' is a term that has arisen with the growth in the number of users on social networks and blogs. The term is used to denote the content that ends up gaining repercussion (often unexpected) on the web. The term refers to the concept of virus biology (organisms capable of self-replication when using the cellular machinery). Similarly, the process of going viral is associated with the ability of individuals to share content, almost creating an "epidemic" of Internet users talking about the same subject.

Several are the vehicles used to share, such as videos, memes, flash games, hotspots, blogs, e-mails, discussion forums, SMS messages and mobile applications.

The intense emotion provoked by content is the great driver of sharing and going viral. Feelings such as fear/overcoming, entertaining/funny, surprise/admiration, joy/sadness, desire/hope, anger/indignation, trigger our desire to see the repercussion of the post.

The great problem of this media empowerment is in the contents related to the thematic in health, for example. Often these contents' sharing and viralization are done without proper scientific proof. Incorrect, incoherent, inconsistent information and no good sources of expertise can impact the reader's



life in an extremely negative way, and can have consequences for their health decisions.

Speaker Mauro Fisberg cited the example of the American Eugenia Cooney, a famous Youtuber, who has more than 890,000 subscribers, aged between 12 and 21. She uploads videos about fashion, beauty, video games and trivia. However, their content may be negatively influencing her audience due to excessive thinness and problems related to eating disorders.

Another point presented by Fisberg was the use of viralization as a tool used in advertising. Through marketing techniques, advertisements seek to exploit social networks to produce greater brand awareness. It resembles buzz marketing, a specific type of work in the area that aims to disseminate advertising of a product through consumer chains, i.e. its purpose is to draw people's attention by making them talk to each other about the mark in question.

The Rogers curve was also presented by Mauro Fisberg. It is a theory that tries to explain the diffusion of innovation and how these ideas spread and are received or not by society. The theory divides and classifies the population into groups according to their behavior towards the adoption of the innovations presented in the market.

All this is related to digital marketing and its tools of action in relation to social networks and their power of viralization, in order to gain the attention of Internet users and, consequently, retweet, like and share some content/information on the internet.

Fisberg further emphasizes that the sharing of some content should only be done if:

- there is understanding and confidence of what has been received;
- there is a willingness to spread the content received;
- believing that sharing the idea will increase your power (reputation, revenue, friendship) or your peace of mind;
- the effort required to send the idea is less than the benefits.

Thus, it is evident that the internet, while being able to disseminate culture and information in a way never experienced, is able to spread information without



credibility with the same efficiency. It is up to the reader to develop a critical sense of the amount of content received, selecting those with greater credibility and trust.

New Technologies (Youtubers/Vloggers/Apps and Snapchat) for Healthy Lifestyle: How Health Topics Appear in the Media and For Whom Does This Media Work?

Mike Lopes Lima (CPO of Idealista)

If television was the main vehicle of visual entertainment for the old generations, this job is currently taken by YouTube. The term comes from the combination of “you” and “tube” meaning channel. But, it is a slang to designate “television”. In this way, the meaning of the term “youtube” can be defined as “you broadcast” or “channel made by you”.

The idea is identical to that of television, where several channels are available. The difference is that the channels are created by the users themselves, who can share videos on the most varied themes.

YouTube hosts a huge amount of movies, documentaries, music videos and homemade videos, as well as live broadcasts of events. The popularity gained by some videos leads anonymous people to become famous, being considered "instant celebrities", also known as YouTubers.

A survey by Snack Intelligence, a Brazilian network platform, indicated the most influential Youtubers in Brazil and in the World. Among the top 10 on this list of influencers, four are Brazilians.

Whindersson Nunes is a highlight in Brazil, a comedian, vlogger and *Youtuber* known for his humor videos since 2013.

Youtubers basically talk about behavior. Behind the cameras and the computer screen, they address bullying, heartbreaks, lifestyles, and overcoming issues. All of this with the help of the internet.



They are known as Millennials generation (or The Me Generation). Young people born between 1980 and 2000 and who are actually an evolution of the baby boomers, X and Y generations, since they have had some kind of contact with technology and virtual media since their birth.

More than 84% have a smartphone, so they expect everyone and everything to be equally connected. They see online activity as an important complement to the offline world, and 54% state that social networks contribute to relationships with friends and family.

Authenticity, creativity, originality, sense of humor and intelligence are some of the success factors of going viral and sharing of videos.

This group is able to influence other generations with their consumption behaviors and logics, transforming the market in the most diverse areas, highlighting health.

The quest for well-being is an important focus noticed among the members of this generation. For them, "healthy" does not mean simply not being sick. Health also includes well-being with the environment.

Thus, millennials help to boost the health care market.

In their channels they have healthy recipes and preparations, they demonstrate how they are losing weight, exercising, and changing eating habits and behaviors.

A generation that loves to make use of and experience products that offer better health and provide wellness like special juices, supplements, aromatherapy oils, for example.

According to Mike Lopes, one of the markets most impacted by this new consumer profile is nutrition and food. Millennials spend a lot of time buying food and about 58% cooking for pleasure at least once a week. More than any group, this generation is passionate about cooking and, particularly, experimenting with new ingredients and flavors.

A generation increasingly dependent on technologies like smartphones and tablets to research and buy their items. The concern with healthiness also deserves attention. More than half (51%) say they avoid fast food and 63% use food and drinks as a way to improve their health.



They are also hostages to what is popularly known as “Google Doctor”, which refers to the trend in online researching about health related issues (symptoms, diagnosis and prevention) without consulting a health professional.

It is thus observed that this generation presents a vision of the world and way of living completely different from previous generations, reinventing, mainly, the market in the area of health and food.

Communication on Television

Gabriela Kapim (Nutritionist and Host of the Show: Socorro! Meu filho Come Mal)

Nutritionist Gabriela Kapim reported her experiences as a host of the television show “Socorro! Meu Filho Come Mal”. This is a reality show series on infant feeding. In every episode, Kapim receives the call for help from a family whose child has a need for nutritional intervention. Action plans are drawn up together with the family to revert and/or improve the situation through five dietary guidelines recommended by the nutritionist: (i) eating at the table; (ii) eating without distraction; (iii) eating alone/making their own plate; (iv) having and eating five colors on the plate; (v) trying new foods. For a certain period, the child tries to put into action and reach the proposed goals. With weekly visits, the nutritionist follows the process and, at the end, makes an evaluation of the evolution of the child’s diet.

During the lecture, Kapim reported that she ended up on TV by chance, but stressed the difficulties of being a responsible nutritionist/host, following her values and what she believes as a professional.

Currently, there is a large number of TV shows that cover content related to food, health, nutrition and gastronomy.

A large part of these TV shows (whether in paid or unpaid channels), according to her, present recipes preparations, being more concerned with the sensorial and hedonic aspects than with the nutritional and health aspects.

Kapim emphasized the importance and commitment that TV shows should have on the health of the “viewers”, presenting nutritionally balanced recipes to the population.

As a means of mass communication, TV could be a potent transformer of population feeding.

The nutritionist spoke about the social responsibility she has as host. From how her narratives on TV legitimize the discourses about infant feeding, being an opinion maker in this area.



As a host, she knows that television reaches thousands of people, and her goal as a nutritionist is to transform the values of families by changing eating habits.

Kapim finishes the lecture emphasizing the importance of communicating in health with credibility and responsibility and on the legacy and values that she wants to leave:

...“Values I want to plant... My biggest earning is to see kids talking about food, willing to talk to me, listen to me, and play real cooking.”

YouTube and Body Image

Daiana Garbin (Journalist and "Eu Vejo" Blog Coordinator)

"I am a journalist and simply a woman who is tired of hating her own body. A woman tired of struggling with her eating disorder. A woman tired of the unreal beauty standard which the beauty industry wants to shove down our throats, saying what is the "ideal body," the "perfect body," and that only if we are like magazine covers we can be happy, accomplished and we will succeed"...

So begins the presentation of Daiana Garbin. The journalist reported living with the eating disorder since the age of 12, but she did not know that what she had was considered a food dysfunction.

..."I was always scared, terrified of food and even so I thought about eating 24 hours a day. The most horrible thing in my life was gaining half a kilo. It seemed that I was going to die and my life would end. And for many years, I thought because of that I was futile, I was silly... I never knew that it is called eating disorder."

Today, at age 34, with the help of specialized nutritional treatment and therapy, Daiana deals better with what she sees in the mirror, and has a calmer relationship with



food, but knows that many people have difficulties with eating and accepting their own bodies, so she decided to transform her own experience into inspiration for the channel “EuVejo”.

The journalist’s channel expresses this current relation of contemporary society with the body, constituent of a conduct resulting from social coercions and media narratives imposing new aesthetic standards.

The journalist uploaded the first video without much pretension; however, the views in three days reached 100 thousand, exceeding her expectations.

At first, she regretted having exposed herself that much. But, from the moment that several responses were coming in her email box (in 3 weeks, over 3 thousand responses), she began to realize that there were thousands of people in deep suffering with their bodies, just like her.

The representations of the body in the contemporaneity are associated with health from the perspective of promoting a healthy and adequate lifestyle. Contemporary society demands the practice of strenuous daily exercise and super-restrictive feeding. However, many times, said healthy lifestyle is not about health and well-being, she says. It is about hiding in fitness purpose and healthy eating disorders and image disorders.

The journalist says that we also live an era of lipophobia: against fat food and against fat people. The modeling of the body is associated with the way of shaping life. The individual who is incapable of building a sculptural body, within the current standards of beauty, can be seen as a failure, without merit and without moral value. Their excess body fat transforms them into a socially incapable being, inactive, lazy, addicted to food, uncontrolled. They are seen as guilty of their condition, for not changing their habits.

According to Garbin, under the eyes of society, those who are obese fail according to contemporary moral structure, because the values that govern relationships today are: thinness, beauty and prolonged youth. This moral judgment based on the shape of people’s bodies is absurd, painful and must change because it makes people feel like this:



...“It’s very difficult to sleep and wake up thinking about how fat I am and how much I feel like a monster for that, but it’s even more complicated to realize how weak I am because I cannot accept myself the way I am.” (Testimony by L, 33 years-old for Daiana Garbin).”

The journalist receives daily testimonials like this one. They are stories of people of all ages and professions who feel judged and excluded because of the shape of their body.

For Garbin, “EuVejo” is meant to be a health service, trying to help people who have some kind of eating dysfunction and suffering with body image.

Garbin ends the presentation by emphasizing that social media should be a conduit for communicating good, disseminating information that can help people in distress. And it is up to journalists and health professionals to produce content of responsibility, with credibility and scientific basis.

“We have a duty to use the internet for good. To create good, scientific content.”

Flávio Zambrone (CEO of the Brazilian Institute of Toxicology)

Toxicologist Flavio Zambrone, in his lecture entitled Salada ou Sopa, addressed ethical issues involved in health communication.

“Salad or soup, with the same ingredients we make one or another. It depends on what you want as the end result. “

Zambrone made it clear that a content produced (salad or soup) depends on the initial goal to be addressed. And, for there to be assertive communication, credibility and scientific basis, it is necessary to know to which audience the content is intended.

Thus, Zambrone listed some important issues for a good and efficient communication with ethics and responsibility:

- you must know the subject;
- it is necessary to know in which media and/or vehicle of communication the content will be disclosed, because it is by the choice of the channel that the reader's audience (laypeople, academics, specialists) is directed.

Zambrone spoke about the importance of risk communication, conceptualizing it as an equation between two variables. “The first is the toxicity reaction of the substance and the second the exposure.”

Risk perception is related to the ability to interpret a situation of potential harm to health, relying on previous experiences and its extrapolation to a future moment. This ability varies from a vague opinion to a firm conviction.

Thus, communicating about health is very difficult, since it requires, in addition to impartiality, a scientific foundation that legitimizes and lends credibility to the content.

The doctor emphasized the importance that journalists should give to the use of technical-scientific information for marketing and commercial purposes.



In order to produce health content with more ethics and responsibility, it is up to journalists to work with more accurate information that has the desired effects, in addition to bringing the expected benefits to the population.

Ethics in Physical Education: Personal Coaches in Networks

Tadeu Corrêa (Regional Council of Physical Education)

The rise of sport presents itself as one of the greatest cultural phenomena of the twentieth century and is closely linked to association with the media.

Correa addressed the massive expansion in the development of TV shows containing the theme of physical activity and the importance of professional physical educators to follow the code of ethics.

The presence of this health professional in the media is of paramount importance as it contributes to the promotion of the health and well-being of the population.

However, currently, there are a huge number of professionals who call themselves health coaches, coaches in sports, without, however, presenting an academic training in the field.

These "professionals" use social media to sell their services and products, without any scientific basis and without proper registration in the Federal Council of Physical Education (CONFEF).

There is, on the part of the council, a constant inspection of these people who call themselves physical educators.

Corrêa emphasized that any physical activity should be given by a qualified professional with scientific and technical knowledge. And that the practice of physical activity oriented by qualified professional reduces the fatal risks to health and improves the well-being of the individual.

Dissemination of Incorrect Medical Information in the Media

Marcos Boulos (Director of the Communication Department of CREMESP)

Marcos Boulos spoke about the responsibility of communicating about health by each of the professional groups, highlighting the doctors.

He began his presentation addressing the risks of misinformation, bringing to the discussion the concept of HOAX (fraud, rumor) and how there are many health content with little or no scientific basis, many of them present on the web.

Transformations in informatics and information technology have changed the way of communicating in the health field.

There is a new definition of roles from both the perspective of the issuer and the recipient of the information. In a way, greater flexibility and possibilities of spaces that these will occupy. On the issuer side, a varied level of information quality with the most diverse formats and origins, professional pages, health portals, care services. On the other, the receiver: users, consumers and patients.



Marcos Boulos warned about the need to scale the reliability of information and the dangers of web 2.0 in the field of medicine. He pointed out that search engines (like Google and Yahoo) do not select between sources, which may not demonstrate the relevance of the content being researched. Unlike the medical search engines (healthline and MedHunt), which use revised sources and sites selected by experts, providing more relevant health information, credibility and quality.

He emphasized that one of the ways to fight what he termed “medical pseudoscience” is to seek greater control over the publication of medical information available on the web, using reliable search tools that ensure the quality of medical articles and blogs online.

In relation to social media, Boulos presented the challenges that this technological innovation can present in the field of health communication. He pointed out how these tools can facilitate and assist in the information sharing, while at the same time being problematic in spreading myths and rumors during normal or seasonally expected health events.

It is up to public health agencies and other organizations to make good use of social media, disseminating scientifically based information, and promoting content sharing that encourages behavioral change. They are also able to respond in a timely manner to the dissemination of disinformation and health-related rumors during public health events. That is, it is up to health agencies and related entities (along with their team of journalists) to be able to respond and support, share and disseminate accurate information to the population.



The Behavior of Nutritionists in Social Media

Fabiana Poltronieri (Coordinator of CRN-3 Ethics Committee)

The nutritionist addressed the relationship between ethics, communication, food and nutrition.

There is a growing interest in the media for issues related to health, including nutrition. This growth can be verified by watching the main journalistic products: a great profusion of magazine covers and newspaper headlines, TV shows and articles on websites.

Thus, the media, through journalistic narratives, indicate the conditions for leading a healthy life, relating it to individual responsibility and personal lifestyle, and for this, people are advised on the importance of practicing exercise, to maintain a healthy and balanced diet.

In order to legitimize health discourses, the media uses specialized voices that reinforce the construction of a robust imaginary about the subject matter.

In this way, the speech of a health professional, when published in the press, gains dual legitimation, adding the voice of the scientist to the voice of the journalist, leaving little or no space for questions or doubts on the part of the laypeople reader/public.

As a legitimizer of this information, it is up to the health professional to communicate with the scientific base following the code of ethics of the profession.

The nutritionist emphasized in her presentation the Art. 21 of the code of ethics of the nutritionist:

“With regard to advertising, it is the duty of the nutritionist, in the context of interviews, communications, publications of articles and information to the public on food, nutrition and health, to preserve professional decorum, base their information on content endorsed in research carried out with technical and scientific rigor, and take full responsibility for the information provided (CFN).”

Faced with a globalized world, more and more nutritionists have used social media as a communication tool to expose their opinion and spread their professional name.



While these tools are allied to the profession, social media can present itself as a villain for a number of factors, including a lack of ethics and little or no technical-scientific foundation.

Thinking about it, nutritionist Fabiana Poltroniere presented the leaflet "The Nutritionist and Social Networks", prepared by the Regional Nutrition Council 3rd region (CRN3), based on the Nutritionist Code of Ethics, containing basic guidelines on how to guide, which language to use and how to behave in the internet, social media or applications.



Gumercindo Silva (Council of Food Engineering)

The process of urbanization, industrialization and nutritional transition, associated with the intensification of women's work, the evolution of food distribution and marketing, among other factors, have changed the way of life and eating habits of the population.

As a result of these changes, there is an increase in the consumption of industrialized foods, take outs, the search for practicality, time saving, among others.

The population is more conscious and concerned about their food choices. Today's consumer wants to know the processes, the ingredients, the packaging, understand the labels, share values, buying behavior that expands the bonds with companies that identify with their lifestyle.

The food industry plays an important role in the food choices and habits of the population, and it is fundamental to provide healthier alternatives that are integrated with national and international strategies to promote healthy lifestyles.

The media play a fundamental role and may influence the consumption and purchase of a particular food.

In the contemporary world, the media plays a structural role in the construction and deconstruction of food procedures. They represent a source of information, entertainment, and education, and they convey to a wide variety of places data on how people behave, dress, what they think, how they appear to be, and how they feed.

The power of the media over food consumption is undeniable. Together with health professionals, their role is paramount in the task of educating, informing and advising the population on food choices that promote health promotion.

Clarice Pimentel Paulon (Council of Psychology)

Technological innovations have brought great advances and facilities for people's daily lives. Many consider that the internet increases connectivity, decreasing distance and facilitating communication. At the same time that it brings people together, technology can also drive them away.

According to psychologist Clarice Paulon, "the more people organize themselves with the technologies, the more they penetrate our subjectivity and the more immersed we are in the technological environment."

The Internet has made possible the formation of new subsidies of interaction, organization and social activities, due to the use of social media like *Facebook, Messenger (MSN), Skype, Orkut, Twitter, emails*, among others, also changing the way of people providing and receiving health information and care.

Based on this premise, the psychologist addressed in her presentation the aspects related to regulation and psychological practices made possible by the internet, more specifically, to virtual psychological care, also called online therapy or virtual therapy.

In order to establish rules, clarify and guide the professionals of the area, the Federal Council of Psychology (CFP) published in June 2012 Resolution CFP no. 11/2012, which establishes the norms for psychological services carried out on the Internet.

This resolution regularizes the practice of psychologists to the practice of online care, provided they comply with the requirements of the professional's Code of Ethics. It emphasizes that this type of procedure cannot be considered a psychotherapeutic service, not being able to offer "cure" or improvement for psychopathologies, but rather a guiding work.

Clarice stressed that this relationship between patient and professional via the Internet can present a series of benefits, bringing the relationship closer, making the service feasible and practical.

However, one of the biggest obstacles to online service is the difficulty in maintaining the reliability of the information. In the offices one of the therapist's main

concerns is about the issues of preservation of secrecy. Any Internet practice is subject to the curiosity of those who work in the providers, and there is no protection against *hackers*. Therefore, it is necessary for the virtual therapist to adapt to safe techniques.

Total safety may not also occur in conventional surgeries, but there must be some measures to ensure standard safety, such as the digital coding process where therapist and patient are given a password to access the information contained in the therapy, ensuring that such information is not read by other people.

From the notes made by the psychologist it is possible to verify how the social media can favor the professional's performance in health.

Online psychology brings the possibility of creating new forms of service to the population, not to mention the opening of the work field for professionals. Their approach to psychologist training is therefore a challenge to ensure that these services are delivered in a qualified manner. It is up to the therapists to have specific skills for this new approach, with the approval of Internet psychotherapies and new techniques and ways of working.

The psychologist also stressed that one should not only transpose the conventional therapy of the offices to the internet, but it is necessary that there is a study of what would be the therapy mediated by this channel.

The Voice of the Successful Health Worker - Welcome Baby Project

Ana Maria de Ulhôa Escobar (Coordinator of the Discipline of Preventive and Social Pediatrics, Department of Pediatrics FMUSP)

The difficulties of communicating about health in the 21st century are enormous, given the quantity and instantaneity of the information generated.

Faced with this new reality, different ways of communicating in health can be observed and professionals should innovate, seeking tools that help them to disseminate scientifically-based content, but with language appropriate to the channel used.

The project "*Boas Vindas Bebês*" (Welcome Babies), led by pediatrician Ana Escobar, is one of these successful experiences in communicating in health with the population.

According to the pediatrician and based on data from the Brazilian Institute of Geography and Statistics (IBGE, 2010), about 39% of pregnant women in Brazil attend less than seven prenatal visits during the gestation period.

Ana Escobar pointed out the importance of the follow-up of a health professional and how the lack of knowledge can entail risks to the health of both the pregnant woman and the baby.

At the same time, there is a substantial increase in the number of people using and appropriating media and social networks as a source of information.

Faced with this, the doctor decided to use her Facebook page (DraAnaEscobarResponde), with more than 1.7 million followers, as a tool to promote health.



The purpose of the Welcome Baby Project was to monitor 607 pregnant women from Brazil, with an average age of 30, from different socioeconomic classes, from the first trimester of pregnancy up to 30 days after delivery.

The interaction with the participants was made through a dynamic and interactive website that replaces the traditional questionnaire model, with Facebook being the main tool to disseminate information about health, nutrition and well-being.

The doctor emphasized that the monitoring and support to pregnant women in the digital sphere, through a social network, did not replace the individual prenatal consultation, which is admittedly of paramount importance in the monitoring of pregnancy.

This project worked with three possible hypotheses, using social media to:

- promote health during pregnancy;
- lower rates of low birth weight and their effects in adulthood;
- reduce the incidence of postpartum depression.

The results were better than expected, demonstrating that it is possible to communicate about health for different social and economic classes throughout Brazil through a social network.

Currently, Ana Escobar coordinates the project *Boas Vindas Bebês 2*, which aims to accompany children during the first year of life, their eating habits and their child development.

The results point to the success of the project and of social media as a health promoting tool.

Ana Escobar pointed out that the project *Boas Vindas Bebês 2*:

- Promoted and encouraged exclusive breastfeeding until six months of age, as recommended by the World Health Organization (WHO);
- Supplementary breastfeeding was also encouraged: 45% of mothers still breastfed their children at 15 months of age;
- The children who were accompanied by the project had their nutrition and food introduction in the first year of life according to the WHO determinations.



Ana Escobar concluded her presentation concluding that it is possible to communicate about health with scientific support, using new digital tools, approaching different people from different socioeconomic classes.

The Voice of Successful Healthcare Professionals - Physical Educator

Márcio Atalla (Physical Educator of Bem-Estar channel)

Nowadays, the propagation of healthy eating habits is very present in TV programming schedules, in the form of reality shows and medical consultancies, in the most varied styles and in all types of channels. From educational to commercial, on paid or unpaid television, the health theme is a recurring theme among broadcasters.

To legitimize their speeches on health, the media resorts to specialized voices. The speech of a professional of the area, when released in the press, adds the voice of the scientist to the voice of the journalist. A kind of hybrid figure, half a journalist and half a specialist, which is part of this field, as another way of exerting some influence and constructing an imaginary on the subject.

Physical educator Márcio Atalla, invited to the debate, told about his experience in shows such as Medida Certa (on Globo's Fantástico show), Bem Star (broadcasted by the GNT channel) and his consultancy for CBN radio.

For Atalla, being a spokesperson for health in the media requires a commitment to the credibility and scientific evidence of information that is passed on to the population.

However, Atalla reinforces that, due to the lack of time available on TV, it is not always possible to speak with the desired scientific rigor on a certain subject. Added to this is the frequent spectacularization of the news in the daily fight by the audience. "Even when the information comes from a serious study, the healthcare professional does not define what goes into the air, power is limited."

Medida Certa was an idea of Atalla with the objective of addressing the issue of sedentarism and, thus, to stimulate the population to exercise.



Faced with the success and reach of the show, Atalla realized that the majority of the population has access to information. But they do not put it into practice.

And it was with this uneasiness that Atalla created the project *Vida de Saúde*. Throughout the year 2016, the population of the city of Jaguariúna had a chance to learn a little more about how to achieve a healthy lifestyle. Through activities, incentives, workshops and meetings, the city moved with the goal of changing habits and being healthier.

Atalla concluded that changing habits that were cultivated over a lifetime requires time and discipline and that every lifestyle transition should be done gradually.

For the physical educator, this is the basis for a healthy change. It is important to provide information on a scientific basis, but more than that, it is necessary to encourage the population to put it into practice.

"The environment in which we live propitiates sedentarism. People are used to immediate results. Changing lifestyle is a hard work."

Why Communicate? The Importance of Shared Knowledge and the Specificity of Psychoanalysis

Gabriela Malzyner (Center for Psychoanalytic Studies)

Why communicate?

With this question, the psychoanalyst Gabriela Malzyner opened her presentation. “Communicating knowledge facilitates the lives of others.”

What is observed nowadays, due to the new information and communication technologies (like the Internet and its possibilities of content circulation), is that the population has access to information in an instant, or even volatile way, and also in too

much amount. A need for the search of information in an agile manner, without wasting time with obtaining irrelevant and/or low quality content, fragmented.

So much information is available in different media that the population continues to be somewhat uninformed and directed. In this way, the technological innovations can be considered as problematic in the health field, since they generate answers many times in superficial level of circulation and appropriation.

For Gabriela, it is the responsibility of health professionals to integrate the information in a way to convey it properly and seriously, finding suitable communication channels and mediators, with a simple format of content transmission.

“It does not help to produce more information and more knowledge, if we do not know who is communicating and how they communicate.”

The media, through this homogenized appearance, conceals the voices polyphony and their heterogeneity, as opposed to social spaces that are not. The reality required for information and communication to act and transform is multifaceted and formed by different social groups, which differ by level of education, sex, income, religion, access to information, trust in the transfer channel, among others.

In other words, social spaces concentrate a set of knowledge, rules, prohibitions and permissions that are conserved and transferred through its own channels of communication that condition the distribution of information, its use and assimilation.

The practices of communication present themselves as a kaleidoscope of social practices that are susceptible to different readings, optics and practices in which the discursive exchanges and the various forms of knowledge and acting stands out, which hinders, in part, a single way of addressing. Therefore, health and media together are the main sources of social imaginary construction in relation to the many issues that affect the population or interfere more and more in daily life. The distinction between the two fields is the discourse used.

In the health field, the discourse produced by specialists predominates, with a scientific basis, while the speech delivered by the media is aimed at the universal public. That is, production is based on scientific discourses, which are then decoded in a particular way, which do not always coincide with the original principles. There is a free translation of the senses.



In this way, the transformation of one discourse into another makes the communication process more understandable and easily accessible, which makes it possible to increase the audience, guiding and sorting their narrative around what they consider to be the contemporary imaginary of health, highlighting the risk factors and health promotion.

The Voice of Successful Healthcare Professionals - Nutritionist

Bianca Naves (Nutritionist of the reality show *Além do Peso*, in Rede Record)



The nutritionist briefly recounted her experience in the *Além do Peso* show on an unpaid TV channel. This is an adaptation of an Argentine show entitled “*Cuestión de Peso*”, which is dedicated to helping a group of eight obese people to lose weight. The reality show had four seasons and counted with the participation of a multiprofessional team (nutritionist, physical educator, endocrinologist and psychologist).

Bianca stressed that she decided to participate because she realized that it was an opportunity to communicate with the population on matters related to nutrition, food and health.

Because it’s a reality show, there’s a need to get the audience’s attention. The nutritionist pointed out the difficulties faced as a health professional within a TV show, such as the weight loss among participants, which should happen quickly and effectively.

“Even though there are a variety of channels and television shows that address related issues, it is important that healthcare professionals occupy these spaces by generating information with credibility and scientific support.”

Bianca stressed her responsibility and ethical commitment as a health professional. After the end of the show, the multiprofessional team continued to support the participants, guiding them in order to contribute to and effect weight loss and changes in lifestyle.

Currently, the nutritionist presents a chart on health and nutrition on the same station. She said that despite the content, guidelines and calls being made by editors and journalists of the show, she is free to approach them in the way she thinks is the best. Always with credibility, ethics and scientific foundation.

Cynthia Antonaccio (Director at Equilibrium Consultoria)

“We could not communicate in the same way we communicated in the old days.” This new generation (millennials) has changed the way we communicate. “We have to adapt to these changes.”

Access to more diversified information, guaranteed by social networks and new technologies, leads to faster adoption of innovative patterns of behavior and consumption that have taken years to emerge from a narrow cycle of consumers. This broadening of public information and data, made available on the web, can provide opportunities for companies to develop new business, new products and approaches, as long as they are open to new trends, disruptions of old models and patterns, and more consumers themselves in the knowledge of these new trends.

Those who insist on delineating their possibilities, not expanding the ways of communicating with consumers/public, will be doomed to failure and obsolescence.

In her presentation, nutritionist Cynthia Antonaccio addressed how these new technologies and this new generation (the millennials) reformulated the way food companies communicate with their consumers.

One of the great difficulties of communicating today is the difference between generations. Scientists, for the most part, find it more difficult to adapt to new information technologies. On the other hand, this new generation presents different ways of showing science, which evade the Cartesian and hierarchical methodology.

One must break standards and understand that the communication process is no longer unilateral and unidirectional. We are all connected. While more content is consumed, we also create and disseminate more information. The two things happen broadly, simultaneously and feed back each other.

“The network is much more than a means of communication. It is a means of personal interaction, organization, relationship to distance and a means in which the person’s life is integrated” (Manuel Castells).



Cynthia even addressed the concept of Design Thinking. A critical and creative thinking process that allows you to organize information and ideas, make decisions, improve situations and acquire new knowledge.

One has to look at the world in which one lives, open one's mind to experiences and not restrict oneself to research and scientific data. In this way, it is possible to understand the feelings, understand the desires and the behavior of the consumer.

The way of analyzing influences of behavior and consumption no longer follows (necessarily) the top-down logic of society's income pyramid. This means that people become more and more protagonists of their own aspirations and no longer seek to appropriate only ideas from higher social classes.

Like the millennials, known as the foodie generation, which grew up watching cooking shows on TV, which celebrates chefs and uses YouTube as a tool for learning to cook, redefining not only gastronomy, but also food brands and products.

It is a generation that has been accustomed to frequenting restaurants since they were born, to travel and to discover ingredients and eating habits of other cultures. A healthier and fitness generation. They were educated in order to avoid foods with high nutritional density, to be concerned with the environment and the origin of the products.

Faced with these findings, the food sector has adopted disruptive processes, being increasingly stimulated to seek differentials, to become productive and sustainable.

The nutritionist cited some examples of companies that have already adapted, driven by the millennial generation, whose will is to have a more transparent food market with more knowledge about the production processes and ingredients used in food manufacturing.

The great impasse still remains the way these companies communicate with their consumers about food and health.

"The science of nutrition is still very technical. There is talk about flavor, nutrients, functionalities, regulations and recommendations. This is all very important. But it's far from the new values and ways of communicating with this audience."



Thus, it is necessary to look for purposes in the communication that are congruent to the characteristics and behaviors of this new consumer. Communication that is transparent, collaborative and authentic.

How to Stimulate Consumer Critical Thinking?

Pedro Meletti (Reporter for CBN Radio)

“More than bringing answers, I come here today to ask questions: what space do we want to occupy?” It was with this inquiry that Pedro Meletti began his presentation.

The journalist, with extensive experience in health, takes the position of decoding the vocabularies, concepts and technical speeches of the different professionals of the area. It is up to him to ascertain the relevance of the information, contextualizing it in a way that is transmitted to the public with credibility and attractiveness.

For Pedro, clarity and certainty are two basic premises for spreading information in the different media. It also adds the emotion factor to tell stories in an interesting, intelligent and effective way.



During the lecture, three themes were discussed: (i) how to be the protagonist of the information; (ii) how to make content attractive?; (iii) how to awaken the consumer's critical sense?

The journalist attributes the role of information to image, credibility and responsibility. "The responsibility lies behind any person who claims to be the protagonist of the information." It is essential to keep in mind the image of what one wants to pass on to the public/consumer.

In this way, one must be attentive to the presentation that one wishes to pass, especially in filmed interviews. Details such as the type of clothing, the colors used, and even the makeup and environment where the interview is being filmed, are crucial to generating credibility for what is being said.

At the same time, editors, cameramen, producers and reporters must produce content and images that facilitate the understanding of the reader/consumer. It is necessary to have an involvement and engagement with reality, an approximation with the day to day of people. These factors may make the information more understandable by the public.

To discuss how to make the content of the messages attractive, the journalist exemplified what he called "hook message" and "bait message."

"Hook-type messages are those passed to the public in trivial messages such as food labels, for example. Bait-type messages are attractive and useful and can lead to changes."

The attractiveness of a message is fundamental. "Attractive information may not be useful, necessary, and important at times. But it is more widespread because it is attractive." In addition to attractiveness, the journalist stressed that we should consider the clarity, good form and appeal of information - factors that contribute to the process of receiving the message.

The reflection, the look and the knowledge are fundamental to awaken the critical sense of the consumer. Rather than absorb the contents, you have to create an opinion about it. In times of high volumes of information, through different means of communication, it is necessary for the consumer to be able to look critically at the news



received so that there is an understanding of its relevance and, consequently, positive changes that favor the promotion of health.

Pedro concluded his presentation with a reflection on the spaces not occupied by health professionals as potential educators of opinion for the population.

“There is a noble, great and visibility space, empty. Who here would be willing to occupy this space? What are the strategies and ways to occupy this space?”

Paulo Silvestre (Journalist)

“In the old days, the truth was what was published. Today, the truth is what’s online.”

The new information technologies have modified the communication process, as in the case of social networks that have the power to disseminate information.

Paulo Silvestre presented the concept of Bubble Filter, a web tool that presents search results only of what is relevant to the user. As a positive aspect, it is observed that the preferences and relevance of the themes are important, separating for the user what is of interest. However, as a negative aspect, this filter imprisons Internet users to see, hear and comment only on subjects they know and agree on.

With the use of these search tools and the timelines programmed to show the preferences of each individual, it becomes more difficult to reach content that makes them critical and that makes them change their opinion, taste and preference.

In order to minimize these issues, Paulo reinforced the importance of the journalist, who must have the ability to look at the world in a way that is beyond the conventional, knowing how to invest and extract information and know their audience.

It is up to the journalist to improve and master specific techniques and skills to keep society informed about science news and innovations, decoding scientific language into news reports and interviews, based on correct sources of information that support it in structuring and disseminating, in different media, in a coherent way and with clear, objective and simple quality, to achieve its function.

“The journalist should not be an enemy. He/she can (and should) be a powerful ally of health professionals.” Science should not be cloistered in the laboratory, library, and among peers. It should be disseminated and disseminated to the public.

Journalists specializing in health should have a constructive relationship with scientists, researchers and health professionals. In order for the production of content to be effective and credible, Paul suggested that: (i) the guidelines should be well elaborated and correctly explained; (ii) there should be patience to rephrase the questions until the subject is understood; (iii) there must be accuracy of the published



information, with a language that the public understands and (iv) the repercussion of the content should be proportional to the size of the vehicle.

At the same time, in order for health publication to have credibility and scientific support, the journalist must have access to the interviewee (researcher, health professional, for example), who must be on time, with an equal patience to answer questions in accessible language and with responsibility in what is being said (no regrets). That is, the journalist must have confidence in the source and the information that is being passed.

Paul ended his presentation by citing *New Scientist* and *Science* as good examples of communication vehicles that address the issue of health effectively and credibly.

Crisis Management - How to Act When Content Is Criticized?

Ciro Dias Reis (President of Imagem Corporativa)

How to act when content is criticized?

This is a question that always appears in corporate media. The answer is that no one feels prepared to face this type of situation. But it should, because at some point it will come.

Today, with technological innovations and various media devices, messages spread instantly, which can make it difficult to manage a crisis.

So the best way to manage it is to have a kind of pre-crisis plan. Present a basic planning, ascertaining the potential risks, monitoring and managing all processes, developing support materials and, if possible, simulating and training the spokespersons. These are prior actions that can contribute to the credibility and reputation of the company if there is an eventuality and a crisis needs to be managed.

According to Ciro Reis, “companies must always be prepared for the worst.” This can contribute to good crisis management, as there is a preventive work.

“But what to communicate, how to communicate and at what speed do I communicate if something goes wrong?”



For Cyrus, companies should be ready to respond immediately. If the company is prepared for crisis situations, communication can be a great ally.

The big problem is that most companies only think about managing a crisis when it actually happens. And unplanned communication can have a negative impact, messing up the company's name and credibility.

Corporate Image data demonstrate that 77% of crises could be avoided or have less impact if well communicated.

Currently the volume of information produced and disseminated is very large. With one click it is possible to disseminate content and even make them viral.

At the same time, there are fewer and fewer journalists trained and specialized in developing content with credibility.

Ciro reported that 1,400 journalists were dismissed in 2015. This mass dismissal can be justified by the advent of technologies and the possibility of producing content without the need for trained and qualified professionals.

“We have fewer journalists, less experience, and more content production and information search. So there is a greater risk of communicating because they are less specialized.”

Ciro emphasized that despite this scenario, if companies know how to manifest themselves adequately and transparently, communication can be effective, reducing the risk of crisis and keeping the company's credibility intact.



How to Translate the Technical Language to the Consumer Language in an Impactful and Educational Way? Communication Techniques for Health Professionals

Society today is passing through what has been called the Digital Era. Computers occupy an important and essential space in the current sociability model that shapes all sectors of society, commerce, politics, services, entertainment, information, relationships. The results of this process are evident, and these changes have changed the social scene in the quest for improvement and for the facilitation of life and practices of individuals.

According to speaker Daisy Grisolia, "in a very short period of time, there have been many technological and pattern changes among people."

The internet made the citizen potentially interacting and communicating agent. They not only has greater access to information but can directly participate in it, giving their opinion and interacting while receiving it.

To exemplify these modifications, Daisy commented on the question of the way of teaching and learning.

"If we used to have a cathedral teaching model (there are those who know and there are those who learn), today we have a model of education based on the market (everyone presents its potentialities and the choice is up to the individual)."

With the internet we are starting to have to change the way we teach and learn. It is a more shared teaching and learning, not technical anymore. Teaching and learning nowadays require more space-time, personal and group flexibility, less fixed content and more open research and communication processes.

Like issues related to health and nutrition, Daisy emphasized that "food is a delicate area, changes in habits and behavior do not change with prescriptions."

Technological innovations allow each individual to seek their own information. All of them (when correct, scientifically grounded and credible) show what individuals should or should not consume. However, many fail to follow the guidelines or even care about it. According to Golman et al (2017), this phenomenon is called "information denial". People who encounter useful information, but may require some effort or

change in their comfort state, create barriers to acquiring them, even though this change will be fruitful.

For these changes to occur in fact, the individual must be ready, mature and, moreover, this content should be part of their social, intellectual and emotional context. For this, Daisy has designated how to understand their target audience and their needs.

By identifying the public it is possible to create strategies that are more efficient and motivational, propitiating the change.

Daisy cited the millennial generation as an example. One of the ways to approach this audience is through the electronic games, commonly known as games in cell phones, computers, consoles and tablets.

In some studies, games are a complex and expressive cultural phenomenon, aesthetic, enunciative, full of values and meaning. They are virtual environments in which figurative scenarios and figures need to be unusual, surprising and provocative for players to feel involved and want to play. The context in which the game is played can affect and shape its value.

In addition to entertainment, the technological features of games can be used as tools that help change behavior and habits. They work as a great stimulus, challenge and motivation, since the interaction with these applications is an increasingly attractive reality, especially for this generation.

In health, games need to add value so that users can become competent, be persuaded, modified, and then modify habits and behaviors.

Aesthetic compositions are relevant factors so that "players" can acquire competencies for attitudes of promotion and health knowledge.

There are many fields still to be explored and considered possible to use meaningful practices, which can acquire knowledge and skills for a knowledge aiming at acquiring positive habits, that allow for effective changes of behavior.

The use of games was one of the examples cited by Daisy in her presentation.

Elena Crescia (TEDx São Paulo)

TED is a non-profit organization dedicated to the motto “ideas that deserve to be shared.” It was created in 1984 as a conference in California, where top executives met and has since grown to support ideas that change the world through multiple initiatives.

At a TED conference, thinkers and leading directors from around the world are invited to give a talk about their experiences in approximately 18 minutes. Its purpose is to motivate and inspire the audience to turn ideas into action.

TED annually hosts the TED Conference, held every spring in Vancouver, and the TEDGlobal Conference, held every summer in Edinburgh, Scotland.

Roger Ebert, Sheryl Sandberg, Bill Gates, Elizabeth Gilbert, Benoit Mandelbrot, Philippe Starck, Ngozi Okonjo-Iweala, Brian Greene, Isabel Allende and former British Prime Minister Gordon Brown are some speakers who have participated in the TED.

TED also has a website (TED.com) in which you can follow the posts containing the talks, the TED Conversations, which allow for broad discussions among TED fans, and the Open Translation Project, which offers interactive subtitles and transcripts, allowing that any TEDTalk is translated by volunteers from all over the world.

It was in this spirit, from which ideas must be spread, that Elena Crescia spoke about her experiences with TEDTalks, known as TEDx São Paulo.

TEDx is a program of independently organized local events that bring together different people to share experiences in the form of a TED conference.

In these TEDx events there is a combination of TEDTalks and speakers that enable in-depth discussions and connections between participants. Lectures that appeal to the different senses, in the most diverse areas of knowledge, in the most different times (past, present and future) and that are creative and that can arouse interest and reflection in the audience.

Elena presented in her talk some basic guidelines on how to choose a participant and how to help them in the construction of a lecture through their idea.



The first and most important is the idea that deserves to be shared.

“Try to focus on an idea, the main idea, what should be its guiding axis from the beginning to the end of the speech (think of the time available and what can be done within this pre-established time, refining ideas).”

After the selection of the professional, there is a preparation with coaches from different areas of knowledge, aiming to direct the presenter in the development of their content.

Authenticity, tone of voice (“Talking with a tone of voice as if speaking with a group of friends”) and control of speech speed were also some of the guidelines that Elena presented in her presentation.

Innovation and the Future of Social Relations

Gustavo Otto (Head of Planning at NBS)

The theme of social relations in our contemporaneity is thought according to the influence of technology in the society in which we are inserted.

For Gustavo Otto, “we end up changing the way we relate to. This is human. We relate to as we connect with people. Creating patterns and ways of relating.”

Today we are going through one of the social transitions that transform society throughout the ages. In order to understand this process, it is necessary not only to understand the changes of society itself, even if it's in their way of acting, thinking and relating, but also the evolution of the devices that they proposed to do and/or were part of these modifications. The social transformations are directly linked to the technological transformations that the society passes to develop and to maintain itself.

New conceptions arose, new practices, occupations, everything changed in a short time. People talk about Media Society, Digital Age, Computer Age, Internet of Things. Society has come to be called not by what it is or by its deeds, but by the instruments that it uses to evolve.



In this current configuration, other aspects became relevant in society: knowledge was valued; the richness of the countries began to be measured by the access to the technology and its capacity of development in the area; the information and practices related to it have become the main sector of the economy. These three main factors today lead to the introduction of a symbolism of technology as a greater good, to be pursued and incorporated into new social practices.

Social practices that affect business dynamics, for example. Gustavo Otto cites the case of Kodak company that did not adapt to the changes and in the same year of its bankruptcy, the application Instagram was sold for a billion dollars. An application that has revolutionized photography, empowering people, since it allows a touch to change filters, frames and the way the individual relates to products, brands and people.

It also changes our ecosystem and our interrelationships.

“What defines the importance of technology is the meaning we give it,” which explains why our social relationships are increasingly being influenced by the internet, the cell phone, for example. These resources, while offering us a world of possibilities in our favor, also offer us increasingly virtual relationships. Through the internet, we can communicate in real time with people from all over the world, shortening distances. However, we also see it as the only form of dialogue between many families. “The more power we have to connect, the more distant we are from ourselves and from the world.”

With the cell phone, it is possible to have all the conveniences imaginable, as we witnessed today in the “4G” era with increasingly modern devices, with more resources, however, we are totally dependent on these devices, and when we are not with them, it feels like missing a piece.

To conclude his presentation, Gustavo Otto leaves eight premises on the effects of technology on social relations, namely:

1. We are all connected (like the Airbnb app, which sells experiments rather than real estate).
2. Time is relative (Gustavo cites the way brands are looking for senior citizens. “There is no more age. People today have no more time distinction. Because if you follow technology, you are very close to many people and things. This relativizes time because you start to learn other things”).



3. Everyone is able to move the world.
4. People are the most important things (Even though there is Artificial Intelligence, emotion and creativity are human. There is no technology to replace this).
5. There are no limits.
6. Purposes will always connect people.
7. Genres are dead.
8. Look beyond the skin (where you can see the minorities having voice and representativeness).

Joseph Clayton (CEO of the International Food Information Council (IFIC) and IFIC Foundation)

In his presentation, Joseph Clayton, CEO of IFIC (International Food Information Council Foundation) highlighted the importance of BRAFIC's arrival. He also explained what IFIC is about and its unique work for over 25 years.

IFIC's mission is to effectively communicate scientific information on health, nutrition and food safety.

They believe that scientists, health and nutrition professionals, educators, policy makers, regulators, journalists and food and beverage professionals and industry play important roles in the health and safety of the population.

All the work developed is based on scientific consensus, consultations with professionals specialized in the subjects, producing educational materials that reflect the current reality and the evolution of science.

The elaboration of these materials presents a language that is easy to understand for the reading public, who can then apply them in their daily life, so as to contribute to healthy lifestyles.

There are several pieces and actions developed by IFIC. Many of them were presented and commented by Joseph during his presentation and showed the public how the institution can work in various situations and scenarios.

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